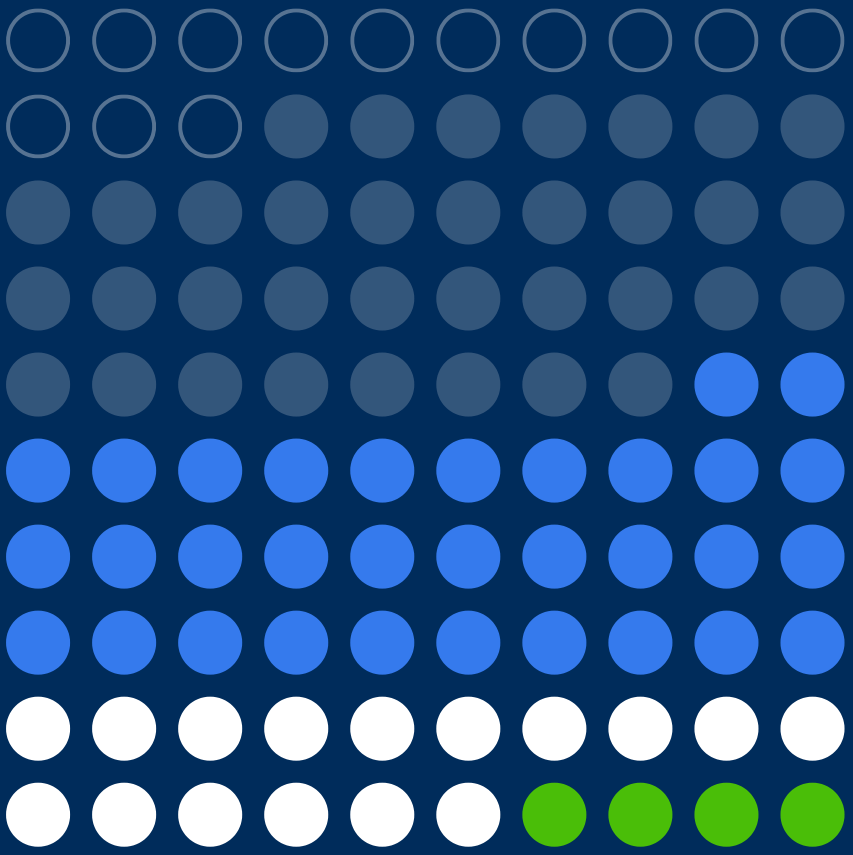
PROOF AI VISIBILITY SURVEY 2026

The Philippine AI Search Readiness Report 2026

Half ready: how prepared Philippine brands are for AI search



Where every 100 marketers place their own brand, by PROOF readiness band.

- **13** Invisible — scores 0 to 39
- **35** Lagging — scores 40 to 59
- **32** Visible — scores 60 to 74
- **16** Cited — scores 75 to 89
- **4** Dominant — scores 90 to 100

TRUELOGIC

CERTIFIED DIGITAL MARKETER
See Your Advantage.

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THE FRAMEWORK

The PROOF framework

PROOF is Truelogic's measure of a brand's readiness to be found, read and cited by AI. Every score here comes from its ten-question scorecard.

P **Platforms** Where AI learns about you

AI builds its answers from third-party sources: news, reviews, directories, forums and video. A brand has to be present in the ones its category relies on.

SCORECARD ASKS ABOUT **Coverage by others** · **Customer conversations**

R **Retrieval** Whether AI can read your website

AI crawlers have to be able to reach your pages and find the facts in them as plain, current text.

SCORECARD ASKS ABOUT **Facts as plain text** · **Up-to-date pages**

O **Organization** How easy your content is to quote

Pages that lead with the answer and cover the questions customers ask are easier for AI to lift and cite.

SCORECARD ASKS ABOUT **Answer-first pages** · **Answers to common questions**

O **Originality** Whether your content is worth quoting

AI cites sources that add something: a brand's own data and research, and expertise from people readers can identify.

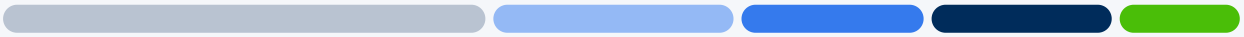
SCORECARD ASKS ABOUT **Original data and research** · **Content credited to named experts**

F **Footprint** How clearly AI knows who you are

A consistent name, description and set of facts across the web tells AI who the company is and what it does.

SCORECARD ASKS ABOUT **Same description everywhere** · **What AI says about you**

HOW TO READ A PROOF SCORE



Invisible	Lagging	Visible	Cited	Dominant
0 to 39	40 to 59	60 to 74	75 to 89	90 to 100

Each answer scores 0 to 4. Score = 100 × average answer ÷ 4. "I don't know" counts as missing, not zero.

AT A GLANCE

Philippine brands are half ready for AI search

Between 16 October and 5 November 2026, brand-side marketers across ten sector groups scored their own brands on the PROOF scorecard, a 0 to 100 measure of readiness for AI search. Five findings stand out.

59.3

average PROOF score, out of 100

The average brand is not yet Visible

The Visible band starts at 60. Most scores fall between 40 and 79: a broad middle that has not pulled ahead, and not a few brands that are failing.

48%

place their brand Invisible or Lagging

Nearly half sit in the bottom two bands

48% of marketers score their company under 60. One in five reaches Cited or Dominant, and only 4% score Dominant.

80%

say AI describes their company accurately

Confidence runs ahead of readiness

Four in five say ChatGPT or Gemini describes their company accurately. It is the highest-scoring answer in a survey where nearly half are Invisible or Lagging.

27.8 pts

between the strongest and weakest pillar

Readiness is uneven across the five pillars

Brands are strongest on Footprint (70.5), whether AI knows who they are, and weakest on Originality (42.7). Platforms, Retrieval and Organization sit between 57 and 63.

53 to 67

range of sector averages

No sector or company size has pulled ahead

Averages run from 53 in Healthcare to 66.9 in Education. Enterprises (60.0) score about the same as mid-size companies (60.7). Small companies trail at 55.9.

SECTION 01 · WHERE BRANDS STAND

A broad middle that has not pulled ahead

The average brand scores 59.3 out of 100, just below the Visible band. 48% of marketers place their company Invisible or Lagging. Only 4% reach Dominant.

The PROOF scorecard turns ten questions into a score from 0 to 100 and places each brand in one of five readiness bands, from Invisible to Dominant. The score reflects how prepared a brand is to be found, read and cited when a customer asks an AI assistant about its category.

Most respondents land in the two middle bands. This is not a market with a few leaders and a long tail of brands that are failing. It is a crowded middle, where a modest gain in readiness moves a brand past many of its peers. The median score is 60, the first point of the Visible band.

74%

score between 40 and 79, the broad middle of the scale.

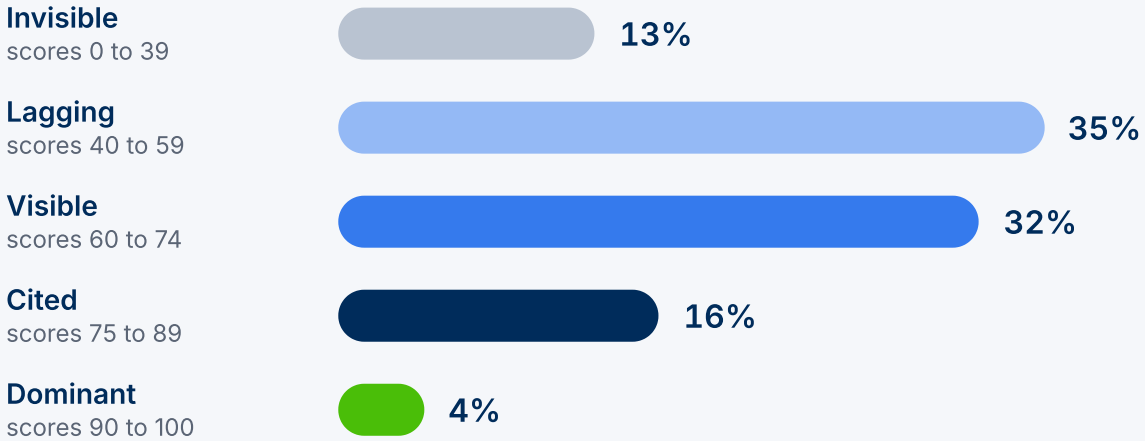
1 in 5

reach Cited or Dominant, a score of 75 or more.

EXHIBIT 1

Nearly half of marketers place their brand Invisible or Lagging

Share of respondents in each PROOF readiness band



Source: CDM x Truelogic PROOF AI Visibility Survey of brand-side marketers, 16 Oct to 5 Nov 2026. Self-assessed.

SECTION 02 · PILLAR BY PILLAR

Uneven across the five pillars

Brands score highest on Footprint, at 70.5, and lowest on Originality, at 42.7. Platforms, Retrieval and Organization sit close together, between 57 and 63.

Footprint leads because most brands have a settled name and description, so AI can tell who they are. That is the starting point of readiness, and the part most brands already have.

The three middle pillars are where most of the work sits. Retrieval and Organization depend on the brand's own website: whether AI can read it, and whether its pages answer questions directly. Between a quarter and a third of brands score under 50 on each.

12%

score under 50 on Footprint, the strongest pillar.

30%

score under 50 on Organization.

EXHIBIT 2

Three pillars sit near 60, with Footprint ahead and Originality behind

Average PROOF pillar score, 0 to 100, and share of respondents who score under 50 on the pillar

Pillar	Average	Under 50
Platforms Where AI learns about you	62.7	22%
Retrieval Whether AI can read your website	61.8	26%
Organization How easy your content is to quote	57.5	30%
Originality Whether your content is worth quoting	42.7	51%
Footprint How clearly AI knows who you are	70.5	12%

Source: CDM x Truelogic PROOF AI Visibility Survey of brand-side marketers, 16 Oct to 5 Nov 2026. Self-assessed.

SECTION 02 · PILLAR BY PILLAR

Ten signals, weakest first

Each pillar is scored from two questions. On a brand's own website, answer-first pages and facts as plain text are the least developed. What AI says about the brand is the strongest signal of all.

EXHIBIT 3

Website signals sit mid-table, behind what brands believe AI says about them

Share of respondents giving each answer, per question, lowest-scoring first



Each question has five answers, from weakest to strongest. "I don't know" is left out. Source: CDM x Truelogic PROOF AI Visibility Survey of brand-side marketers, 16 Oct to 5 Nov 2026. Self-assessed.

28%

give one of the two weakest answers on answer-first pages.

33%

give one of the two weakest answers on facts as plain text.

80%

give one of the two strongest answers on what AI says about them.

SECTION 03 · CONFIDENCE AND READINESS

Confidence outruns readiness

80% say ChatGPT or Gemini describes their company accurately, the highest-scoring answer in the survey. On the full scorecard, 48% of the same marketers score Invisible or Lagging.

Being recognised by AI and being recommended by it are different things. A brand that asks an assistant about its own name will usually get a fair description. That is a low bar, and it is the one most marketers are judging by.

Confidence also barely moves with the work behind it. Across respondents, it rises only weakly with how often a brand publishes its own data (a correlation of 0.23) and hardly at all with whether its content is credited to experts (0.06).

A better test is to ask AI the questions customers ask about the category, and see whether the brand is named, quoted or left out.

80%

say AI describes their company accurately.

20%

score Cited or Dominant on the full scorecard.

70%

of brands that rarely or never publish their own data still rate AI's answer as accurate.

EXHIBIT 4

Four in five say AI already gets their company right

How respondents rate what ChatGPT or Gemini says about their company



Correlations compare each person's answers to two questions (0 = unrelated, 1 = move together). Source: CDM x Truelogic PROOF AI Visibility Survey of brand-side marketers, 16 Oct to 5 Nov 2026. Self-assessed.

SECTION 04 · READINESS BY SECTOR

No sector has pulled ahead

Sector averages run from 53 in Healthcare to 66.9 in Education. Every sector has both leaders and laggards, and its own weak spot.

EXHIBIT 6

No sector average reaches the Cited band, which starts at 75

Average score by sector and pillar, 0 to 100

Sector	Overall	Platforms	Retrieval	Organization	Originality	Footprint
Education *	66.9	73.2	57.5	65.9	58.7	79.4
Real Estate *	64.2	73.4	67.1	61.8	45.8	69
BPO and Business Services	62.1	60.3	71.1	63.5	32.5	78.9
Media and Publishing	61.7	65.2	59.3	56.5	56.1	69
Consumer Goods	59.4	65	62.7	53.3	39.5	73.4
Telco and Technology	58.6	50.2	60.7	57.5	55.8	67.6
Retail and E-commerce	58.4	64.9	63.5	58.4	30.4	77.4
Banking and Insurance	56.6	60	60.9	58.2	36.7	66.3
Other sectors *	54	59.9	62.7	51.7	33.6	62.8
Healthcare and Pharma	53	60.6	55.8	50.3	32.2	66.6

Under 40 · 40 to 49 · 50 to 59 · 60 to 69 · 70 and over · Sector's weakest pillar

Ordered by overall score. * Smaller groups, read as indicative. Other sectors: Travel and Hospitality, Government and Non-profit. Source: CDM x Truelogic PROOF AI Visibility Survey of brand-side marketers, 16 Oct to 5 Nov 2026. Self-assessed.

66.9

Education, the most prepared sector group. Real Estate follows at 64.2. Both are smaller groups.

58%

of Banking and of Telco respondents place their company Invisible or Lagging.

8 of 10

sector groups are weakest on Originality; Telco on Platforms, Education on Retrieval.

SECTION 04 · READINESS BY SECTOR

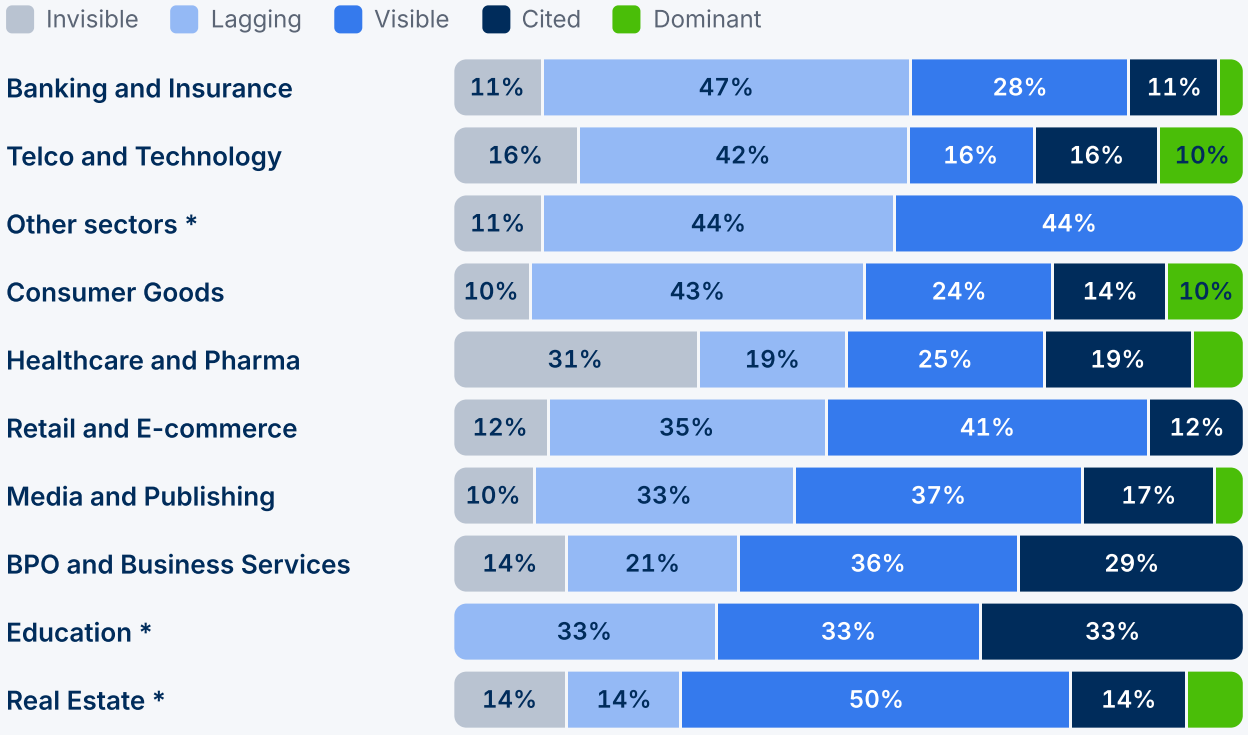
Leaders and laggards in every sector

Averages hide the spread. Banking and Telco have the largest shares of brands in the bottom two bands, at 58%. Real Estate and Education have the smallest.

EXHIBIT 7

In most sectors, a third or more of brands are Invisible or Lagging

Share of respondents in each PROOF readiness band, by sector



Ordered by share Invisible or Lagging, largest first. * Smaller groups, read as indicative. Source: CDM x Truelogic PROOF AI Visibility Survey of brand-side marketers, 16 Oct to 5 Nov 2026. Self-assessed.

31%

of Healthcare respondents score Invisible, the largest share of any sector.

29%

of BPO and Business Services respondents reach Cited, the largest share after Education.

25%

of Healthcare respondents still reach Cited or Dominant. Every sector has leaders.

SECTION 05 · SIZE AND SEAT

Size buys coverage, not readiness

Enterprises (60.0) and mid-size companies (60.7) score about the same. Small companies trail at 55.9, and most of that gap is on one pillar: Platforms.

EXHIBIT 8

Enterprises lead small companies by 15 points on Platforms, more than on any other pillar

Average score by company size and pillar, 0 to 100

Company size	Overall	Platforms	Retrieval	Organization	Originality	Footprint
Enterprise (1,000+ staff)	60	67.6	61	58.4	42.4	68.5
Mid-size (100 to 999)	60.7	60.1	65.9	59.3	43.9	73.5
Small (under 100) *	55.9	52.6	57.6	51.6	44.5	72.9

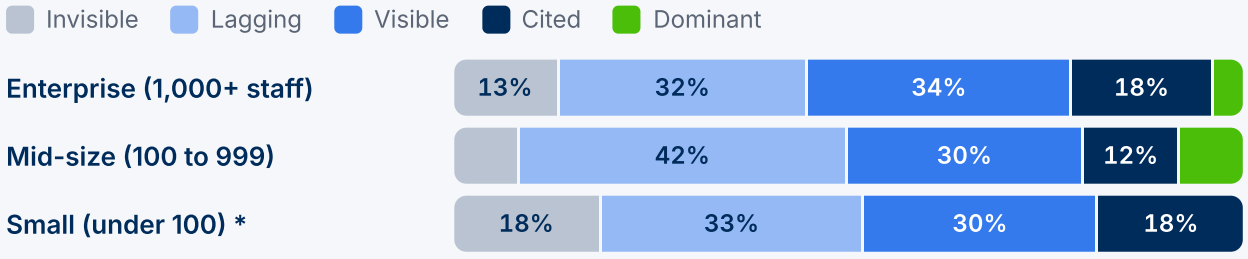
Under 40 · 40 to 49 · 50 to 59 · 60 to 69 · 70 and over

Big brands get written about without trying, which lifts Platforms. Mid-size companies lead on Retrieval and Footprint.

EXHIBIT 9

Small companies have the largest Invisible share, and none score Dominant

Share of respondents in each PROOF readiness band, by company size



* Small companies are the smallest group, 14% of respondents; read as indicative. Enterprises are 59% and mid-size 27%. Source: CDM x Truelogic PROOF AI Visibility Survey of brand-side marketers, 16 Oct to 5 Nov 2026. Self-assessed.

SECTION 05 · SIZE AND SEAT

Where you sit changes the score

Marketing, comms and content people give their company 60.8. Sales and general management score it 8 to 9 points lower. Readiness looks different depending on where you sit.

EXHIBIT 10

The people who sell and run the business rate readiness lowest

Average overall PROOF score by job function, 0 to 100



* Smaller groups, read as indicative. People who write the content may see more of what exists; those who run the business, more of what is missing.

EXHIBIT 11

By seniority, overall scores are close but leaders see a different profile

Average score by seniority and pillar, 0 to 100

Seniority	Overall	Platforms	Retrieval	Organization	Originality	Footprint
Leadership	58.3	66.5	60.1	55.2	39	68.3
Manager or Officer	58.9	62.6	63.6	56.4	41.2	70.2
Specialist or Associate	60	61.2	61.3	59.3	45.3	71.7

Under 40 · 40 to 49 · 50 to 59 · 60 to 69 · 70 and over

Leadership means Head, Director or C-level. Source: CDM x Truelogic PROOF AI Visibility Survey of brand-side marketers, 16 Oct to 5 Nov 2026. Self-assessed.

8 to 9 pts
lower: sales and general managers, against marketers.

66.5
Leaders' Platforms score, the highest of any level.

39.0
Leaders' Originality score, against 45.3 from specialists.

SECTION 06 · GETTING READY

Where to start, pillar by pillar

Readiness is built one pillar at a time. These are the first moves the survey points to for each one.

P Platforms

62.7

average score, of 100

Be present in the sources AI relies on

- List the reviews, directories, news sites, forums and videos AI cites for your category, and check where you are missing.
- Earn coverage and reviews there. Small companies trail enterprises by 15 points here, so it is their biggest lever.

R Retrieval

61.8

average score, of 100

Make sure AI can reach and read your site

- Check that your firewall, CDN and robots.txt are not blocking AI crawlers. This often happens by default, unnoticed.
- Put prices, branches, specs and policies on the page as plain text, not only in images, PDFs or scripts.

O Organization

57.5

average score, of 100

Lead with the answer

- Open each key page with the direct answer, then the detail. Answer-first pages score 54.5, among the weakest signals.
- Build pages around the questions customers ask, in the words they use, with one clear answer per question.

O Originality

42.7

average score, of 100

Publish what only you can say

- Turn data you already hold into one report or index a year. Agree early with legal and compliance on what can be shared.
- Credit articles to named people with real expertise. 54% of respondents do not yet do this.

F Footprint

70.5

average score, of 100

Keep one consistent identity, and test it

- Use the same name, description and facts on your site, profiles, directories and listings.
- Ask AI the questions customers ask about your category, not only your brand name, and see whether you are named.

WHAT COMES NEXT · THE ACTION LAYER

After being cited comes being used

PROOF asks whether AI will cite your brand. The next question is whether an AI agent can get the job done on your website.

TODAY · PROOF

Will AI find, read and cite you?

A customer asks an assistant a question and reads the answer.

NEXT · THE ACTION LAYER

Can an AI agent act on your site?

A customer hands the task to an agent: compare, inquire, book.

People are starting to hand research and decisions to AI agents. Agents want facts straight from the brand, and they will want to act for the user: send an inquiry and, in time, book and buy. Brands that are easy for agents to work with will be chosen.

1	ACCESS **Can an agent get in?**	Many sites block agents through firewall settings nobody chose on purpose.
2	LEGIBILITY **Can it read what it finds?**	Agents need prices, branches, hours and policies as text, and clearly labelled forms.
3	ACTION **Can it finish the task?**	Start with inquiries, quotes and bookings. Payments come later.

The Action Layer is Truelogic's next addition to PROOF. It looks at how workable a website is for AI agents, and the early numbers show how much room there is.

85.2%

of AI agent requests go to product and search pages. Agents mostly research today.

1.9%

reach checkout or payment pages. Buying through an agent is still rare.

4%

of the most visited websites state how AI may use their content. The baseline is low.

Sources: HUMAN Security, October 2026 data. Cloudflare scan of the 200,000 most visited domains, April 2026.

METHODOLOGY

How the numbers were counted

Who took part

Brand-side marketers at verified companies who completed the PROOF scorecard between 16 October and 5 November 2026. One scorecard per person, the latest.

Company research

Every company name was looked up for what the company does, its sector and its size. Enterprise means 1,000 or more staff, or a nationally known brand, listed group or large multinational.

Scoring

Each answer scores 0 to 4, and a score is 100 × the average answer ÷ 4. "I don't know" is treated as missing information, never as zero. An overall score needs at least six answered questions.

Small groups

Travel and Hospitality and Government and Non-profit are combined as Other sectors. One or two answers move a small group a lot, so groups marked with an asterisk are indicative.

Read it as belief

Answers are self-assessments answered in a survey. They show what marketers believe about their company. They are not an audit of its website or of what AI says.

Who took part

SECTOR

Banking, Finance and Insurance	19%
Media and Publishing	16%
Consumer Goods and FMCG	12%
Telco and Technology	10%
Retail, Restaurants and E-commerce	9%
Healthcare and Pharma	8%
Business Services, BPO and Logistics	8%
Real Estate and Property	7%
Education	6%
Other sectors	5%

COMPANY SIZE

Enterprise (1,000+ staff)	59%
Mid-size (100 to 999)	27%
Small (under 100)	14%

JOB FUNCTION

Marketing, Comms and Content	69%
Data, Tech, Research and Other	17%
Sales, BD and Accounts	8%
General Management and Ops	6%

SENIORITY

Specialist or Associate	48%
Manager or Officer	31%
Leadership	21%

Share of brand-side respondents. Shares may not add to 100 because of rounding.

WHERE DOES YOUR BRAND STAND?

Score your brand in five minutes

The PROOF scorecard is the same ten questions behind this report. It gives your brand a score out of 100, a readiness band and its weakest pillar.

Take the survey | Request an audit

Take the survey **proof.truelogic.com.ph**
Ask about an audit **proof.truelogic.com.ph/audit**

ABOUT TRUELOGIC

Truelogic, Inc. is a Philippine enterprise performance digital marketing agency. PROOF is the framework behind its AI visibility work.

ABOUT CDM

Certified Digital Marketer (CDM) offers digital marketing classes, certifications and training for professionals and businesses.

This report is based on self-assessed survey responses and is provided for general information. It is not an audit of any company.

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